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Ontario's Overseas Travel Markets, 2003

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Table of Contents

Page Number

Highlights i

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Introduction ii

ONTARIO'S OVERSEAS TRAVEL MARKETS, 2003 1
- How many overseas travellers visited Ontario and where did they come from? 1
- Why did they travel in Ontario? 1
- How long did they stay in Ontario? 2
- When did they visit Ontario? 3
- How big were their travel parties? 4
- Who were in their travel parties? 4
- Where did they stay in Ontario? 5
- What activities did they participate in? 6
- Which Ontario regions did they visit? 8
- How much money did they spend in Ontario? 9
- How did tourism in 2003 compare to previous years? 10

Glossary 13

Map of Ontario Travel Regions 15

Highlights

- Ontario welcomed 1.6 million person visits from overseas countries in 2003, representing 1% of the total person visits to Ontario.
- Visitor spending by overseas visitors in Ontario reached $1.8 billion in 2003.
- 39% of visits to Ontario by overseas residents were to visit friends and relatives in 2003.
- On average, overseas visitors stayed in the province for over a week (9.9 nights).
- In 2003, 41% of the visitors from overseas travelled to Ontario during the summer.
- Nearly all visitors from overseas (94%) travelled in parties of adults only. Average party sizes ranged from 1.4 to 1.8 depending on the origin of the visitor.
- The majority (62%) of person nights spent in Ontario by overseas visitors were spent at the homes of friends or relatives while travelling in Ontario in 2003.
- Top activities for visitors from overseas countries were shopping and sightseeing.
- Nearly four out of every five (78%) visitors from overseas travelled to Toronto and Region in 2003.
- In 2003, visitation from overseas countries to Ontario decreased by 23% over 2002. This was by far the largest year-over-year drop in visitation experienced in the last 23 years, however visitation did not drop down to levels experienced in the mid-1980s.
- Visitor spending decreased by 28% from $2.5 billion in 2002 to $1.8 billion in 2003.
- After removing inflationary impacts, overseas visitor spending in Ontario in constant dollars (1992) decreased by 25% from $1.8 billion in 2002 to $1.4 billion in 2003.

Introduction

The information contained in this report was extracted from the micro data files of the International Travel Survey (ITS) by Research Resolutions & Consulting Ltd. on behalf of the Ontario Ministry of Tourism and Recreation.

The ITS is conducted by Statistics Canada every year with the help of Canada Customs and Immigration authorities which essentially conducts a census of border crossings and distributes the questionnaires to a sample of individual travellers. The questionnaires are self-completed by the travellers and are mailed back to Statistics Canada.

The provincial statistics presented in this report are based on the census of overseas visitors as far as their numbers, their origin and their mode of transport used to enter Canada are concerned. Most of the remaining trip characteristics were obtained from 5,553 completed questionnaires by overseas visitors (out of 11,176 usable questionnaires of overseas visitors to Canada).

The data contained in this report differ from those reported in the Touriscope, or supplied electronically by Statistics Canada, primarily due to the following:

1. Statistics Canada does not allocate Canadian carrier fares to the provinces. Ontario does so based on the mode of transport and the port of entry/exit used.

2. Ontario does a number of imputations for missing values.

3. Statistics Canada allocates expenditures to the provinces based on the number of nights a visitor spends in each place. Ontario distinguishes between accommodation expenditures and other expenditures. The former are distributed according to the number of nights a visitor spent in various places and according to whether or not commercial accommodation was used in each overnight stop.

The regional data contained in this report differ from the data contained in pre-1998 ministry-publications because same day excursions by overnight visitors to Ontario were not included in the database prior to 1998. The reader is referred to the 1999 report and tabulations for a comparison of Ontario level data with and without same-day excursions by overnight visitors.

For more details on how Ontario manages this database, please write to the address below to obtain the technical appendix.

To aid the reader, a glossary of terms used throughout this report is appended. For more information on this publication please contact:

Ontario Ministry of Tourism and Recreation
Tourism Branch
700 Bay Street, 15th Floor
Toronto, Ontario, Canada, M7A 2E1
Tel: (416) 314-7325
Fax: (416) 314-7341
website: www.tourism.gov.on.ca

ONTARIO'S OVERSEAS TRAVEL MARKETS, 2003

How many overseas travellers visited Ontario and where did they come from?

Ontario welcomed 1.6 million person visits from overseas countries in 2003, representing 1% of the total person visits to Ontario.

- Ontario welcomed 1.6 million overseas visitors in 2003. Of these visitors, 83% or 1.3 million stayed for one or more nights in the province.
- Visitors from Ontario's main overseas markets (UK, Germany, France and Japan) made up 42% of the total overseas person visits and 43% of overnight visits.

Table 1: Total Overseas Person Visits and Total Overseas Overnight Person Visits in Ontario, 2003

Origin	Total Visitors (000s)	% Share	Overnight Visitors (000s)	% Share
Overseas	1,559	100%	1300	100%
UK	343	22%	302	23%
Germany	112	7%	89	7%
France	107	7%	90	7%
Other Europe	317	20%	251	19%
Japan	86	6%	77	6%
Other Asia	309	20%	258	20%
All Other	285	18%	232	18%

Why did they travel in Ontario?

39% of visits to Ontario by overseas residents were to visit friends and relatives in 2003.

- 605,000 (or 39%) overseas residents travelled to Ontario for the main purpose of visiting friends and relatives (VFR) in 2003. This was followed by pleasure (575,000 or 37%) as the second most popular reason for travelling to Ontario.
- The top reason for a trip to the province for residents from the UK, Germany, France and Japan was for pleasure.

Table 2: Total Overseas Person Visits by Origin and Main Purpose of Trip, 2003						
Origin	Pleasure	% of origin total	VFR	% of origin total	Business	% of origin total
Overseas	575	37%	605	39%	284	18%
UK	150	44%	137	40%	35	10%
Germany	49	44%	31	28%	25	22%
France	58	54%	32	30%	14	13%
Other Europe	102	32%	129	41%	69	22%
Japan	42	49%	25	29%	16	19%
Other Asia	65	21%	161	52%	59	19%
All Other	108	38%	90	32%	65	23%

How long did they stay in Ontario?

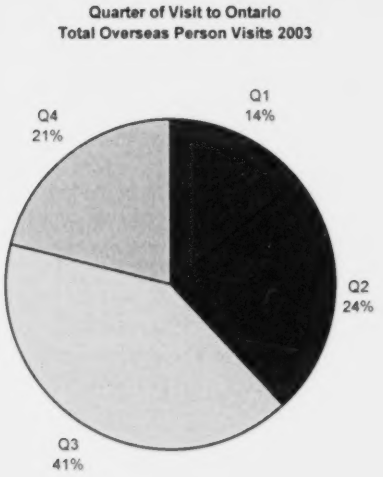
On average, overseas visitors stayed in the province for over a week (9.9 nights).

- On average, overseas visitors stayed in the province for 9.9 nights. Overnight overseas visitors stayed for an average of 11.9 nights.
- Visitors from Japan had the shortest visits (6.2 nights), while visitors from Asian countries other than Japan had the longest visits (13.6 nights).

Table 3: Total Overseas Person Nights in Ontario and Average Length of Stay by Origin, 2003				
Origin	Person Nights (000s)	% of total nights	Average Length of Stay (nights) - Total Visitors	Average Length of Stay (nights) - Overnight Visitors
Overseas	15,407	100%	9.9	11.9
UK	3,085	20%	9.0	10.2
Germany	841	5%	7.5	9.4
France	696	5%	6.5	7.7
Other Europe	3,273	21%	10.3	13.0
Japan	530	3%	6.2	6.9
Other Asia	4,192	27%	13.6	16.2
All Other	2,790	18%	9.8	12.0

When did they visit Ontario?

In 2003, 41% of the visitors from overseas travelled to Ontario during the summer.



- Most (41%) overseas visits occurred during the third quarter (July, August, September), followed by the second quarter (24%) (April, May, June).
- As table 5 illustrates, residents of the UK and Europe travelling to the province made up the majority of visitors in any calendar quarter.

Table 4: Total Overseas Person Visits by Calendar Quarter and Origin, 2003

	Q1	Q2	Q3	Q4
Total	221	374	635	329
UK	44	93	133	72
Share	*20%*	*25%*	*21%*	*22%*
Germany	15	26	52	20
Share	*7%*	*7%*	*8%*	*6%*
France	14	22	54	17
Share	*6%*	*6%*	*9%*	*5%*
Other Europe	44	77	137	59
Share	*20%*	*21%*	*22%*	*18%*
Japan	15	13	29	29
Share	*7%*	*3%*	*5%*	*9%*
Other Asia	48	64	131	67
Share	*22%*	*17%*	*21%*	*20%*
All Other	41	79	100	65
Share	*19%*	*21%*	*16%*	*20%*

When did they visit Ontario?

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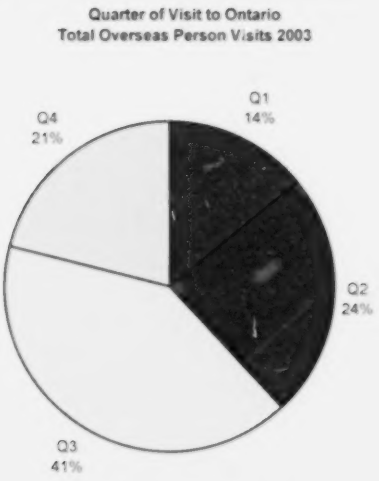

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All Other	41	79	100	65
Share	*19%*	*21%*	*16%*	*20%*

How big were their travel parties?
Who were in their travel parties?

Nearly all visitors from overseas (94%) travelled in parties of adults only. Average party sizes ranged from 1.4 to 1.8 depending on the origin of the visitor.

- Visitors from Japan had the smallest average party size (1.4), while visitors from the UK had the largest (1.8).
- Visitors from the UK and Asian countries other than Japan had the lowest occurrence of traveling in groups of adults only (93%), while visitors from Japan had the highest (99%).
- Adult visitors from Asian countries other than Japan had the highest incidence (75%) of travelling alone in Ontario, followed by visitors from countries other than those in Europe and Asia (71%).

Table 5: Total Overseas Party Visits Average Size and Composition, 2003

Origin	Average Party Size	Party Composition	
		Adults Only	Adults w/ Kids
Overseas	1.6	94%	6%
UK	1.8	93%	7%
Germany	1.7	95%	5%
France	1.6	94%	6%
Other Europe	1.6	94%	6%
Japan	1.4	99%	1%
Other Asia	1.5	93%	7%
All Other	1.4	94%	6%

Table 6: Total Overseas Visitors Percent Party Size (Adults Only), 2003

Origin	1 adult	2 adults	3 or more adults
Overseas	63%	32%	5%
UK	48%	45%	7%
Germany	59%	34%	7%
France	64%	31%	5%
Other Europe	61%	32%	7%
Japan	61%	35%	4%
Other Asia	75%	22%	3%
All Other	71%	27%	2%

- Adult visitors from the UK had the highest frequency of travelling in groups of two in 2003 (45%).
- Few adult parties from any overseas origin travelled in groups of three or more in 2003.

Where did they stay in Ontario?

The majority (62%) of person nights spent in Ontario by overseas visitors were spent at the homes of friends or relatives while travelling in Ontario in 2003.

- Staying at the homes of friends or relatives was the lodging choice for most (62% of person nights) overseas residents travelling in Ontario. Visitors from the UK had the highest incidence of staying at homes of friends or relatives in Ontario.
- 22% of nights spent in Ontario by overseas residents were spent in roofed commercial accommodations, such as hotels or motels. Visitors from Japan had the highest incidence of staying in hotels in Ontario (44%).
- Visitors from Germany had the highest incidence of spending nights in camping/trailer parks in Ontario (4%).

Table 7: Overseas Visitors Accommodation Use by Person Nights and Origin, 2003

Type of Accommodation	Overseas	UK	Germany	France	Japan
Total Person Nights	15,407	3,085	841	696	530
Hotel	18%	19%	21%	28%	44%
Motel	3%	2%	7%	7%	0%
Commercial Cottage	1%	2%	2%	2%	0%
Roofed Commercial Accommodation	22%	23%	30%	37%	44%
Camping/Trailer Park	1%	1%	4%	*	*
Home of Friend/Relative	62%	57%	51%	52%	48%
Private Cottage	*	*	*	*	*

* less than 1%

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Home of Friend/Relative	62%	57%	51%	52%	48%
Private Cottage	*	*	*	*	*

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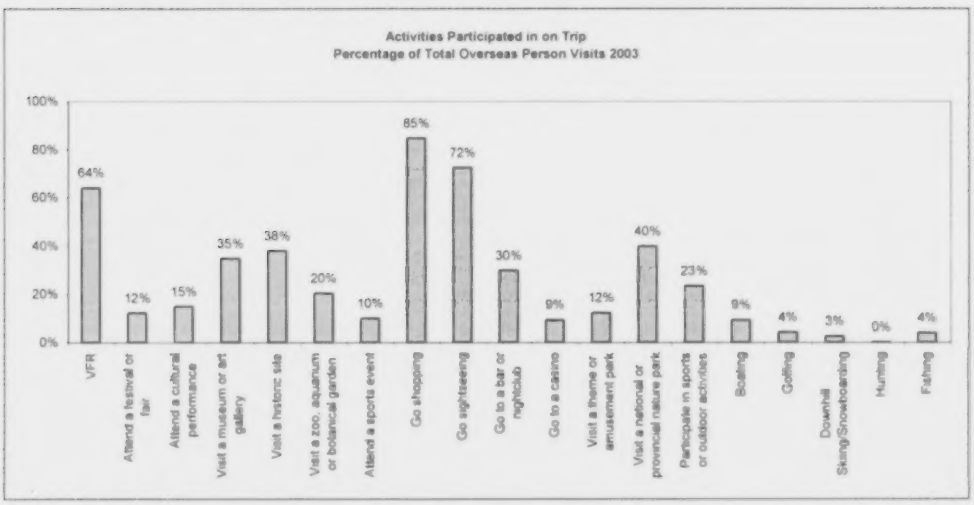
What activities did they participate in?

Top activities for visitors from overseas countries were shopping and sightseeing.



- Top activities for total overseas visitors were shopping (85%), sightseeing (72%) and visiting friends and relatives (VFR) (64%).
- Other popular activities included visiting national or provincial parks (40%), visiting historic sites (38%), visiting museums or art galleries (35%) and going to bars or nightclubs (30%).
- Table 8 depicts Ontario's overseas markets by origin and their participation in activities in the province.
- Shopping was the top activity for overseas visitors from UK, Germany, France and Japan. Sightseeing was the second most popular activity for these visitors. Visiting friends or relatives was the third most popular activity for visitors from the UK and Germany. Visiting museums, art galleries or historic sites was the third most popular activity for visitors from France and visiting national or provincial parks was the third most popular activity for visitors from Japan.
- Visitors from France were the most active on their trip in Ontario, participating in an average of 5.5 activities per visit.

Table 8: Total Overseas Visitors in Ontario Activities Participated in During Trip by Origin, 2003					
Activity	Total	UK	Germany	France	Japan
Total Person Visits (000s)	**1,559**	**343**	**112**	**107**	**86**
Average Number of Activities per Visit	**4.7**	**5.1**	**5.2**	**5.5**	**4.3**
VFR	64%	69%	55%	49%	44%
Attend a festival or fair	12%	13%	11%	14%	6%
Attend a cultural performance	15%	17%	15%	19%	7%
Visit a museum or art gallery	35%	38%	36%	55%	35%
Visit a historic site	38%	43%	48%	55%	30%
Visit a zoo, aquarium or botanical garden	20%	21%	20%	38%	12%
Attend a sports event	10%	12%	11%	7%	10%
Go shopping	85%	90%	80%	87%	81%
Go sightseeing	72%	79%	74%	78%	80%
Go to a bar or nightclub	30%	41%	31%	22%	20%
Go to a casino	9%	10%	11%	10%	16%
Visit a theme or amusement park	12%	10%	9%	12%	5%
Visit a national or provincial nature park	40%	43%	54%	44%	51%
Participate in sports or outdoor activities	23%	28%	34%	33%	14%
Boating	9%	12%	16%	16%	3%
Golfing	4%	5%	4%	4%	6%
Downhill skiing/snowboarding	3%	2%	3%	1%	2%
Hunting	*	*	1%	*	*
Fishing	4%	5%	7%	5%	2%

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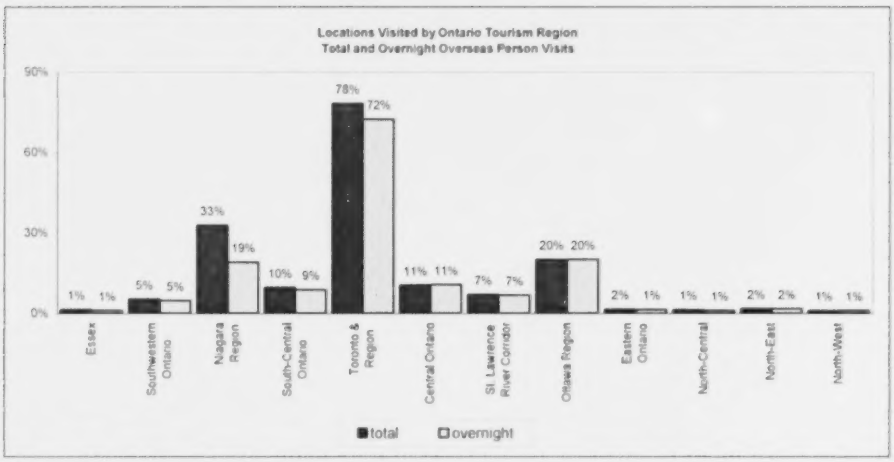
Downhill skiing/snowboarding	3%	2%	3%	1%	2%
Hunting	*	*	1%	*	*
Fishing	4%	5%	7%	5%	2%

* less than 1%

Which Ontario regions* did they visit?

Nearly four out of every five (78%) visitors from overseas travelled to Toronto and Region in 2003.

- Toronto and Region and Niagara Region were the top destinations for total overseas visitors.
- Toronto and Region and Ottawa Region were the top destinations for overnight overseas visitors in 2003.



- The top Ontario destination for visitors from the UK (79%), Germany (90%), France (78%) and Japan (60%) was Toronto and Region.
- The second most popular destination for visitors from France was Ottawa and Region (55%). The second most popular destination for visitors from the UK (39%), Germany (34%) and Japan (45%) was Niagara and Region.

Table 9: Total Overseas Visitors in Ontario
Locations Visited in Ontario by Tourism Region* and Origin, 2003

Tourism Region	Total	UK	Germany	France	Japan
Total Person Visits (000s)	**1,559**	**343**	**112**	**107**	**86**
Essex	1%	1%	*	*	*
Southwestern Ontario	5%	6%	5%	2%	2%
Niagara Region	33%	39%	34%	40%	45%
South-Central Ontario	10%	14%	13%	7%	3%
Toronto and Region	78%	79%	90%	78%	60%
Central Ontario	11%	17%	19%	7%	2%
St. Lawrence River Corridor	7%	9%	10%	17%	2%
Ottawa Region	20%	15%	24%	55%	12%
Eastern Ontario	2%	2%	3%	1%	1
North-Central	1%	1%	5%	1%	*
North-East	2%	1%	6%	1%	*
North-West	1%	1%	4%	*	*

**The percentages are based on the total number of visitors with a known regional destination in Ontario.*
Note: The sum of each column is greater than 100% because multiple locations may be visited in a given trip.
***less than 1%*

* Please see page 20 for a map of Ontario's Travel Regions.

Which Ontario regions* did they visit?

Nearly four out of every five (78%) visitors from overseas travelled to Toronto and Region in 2003.

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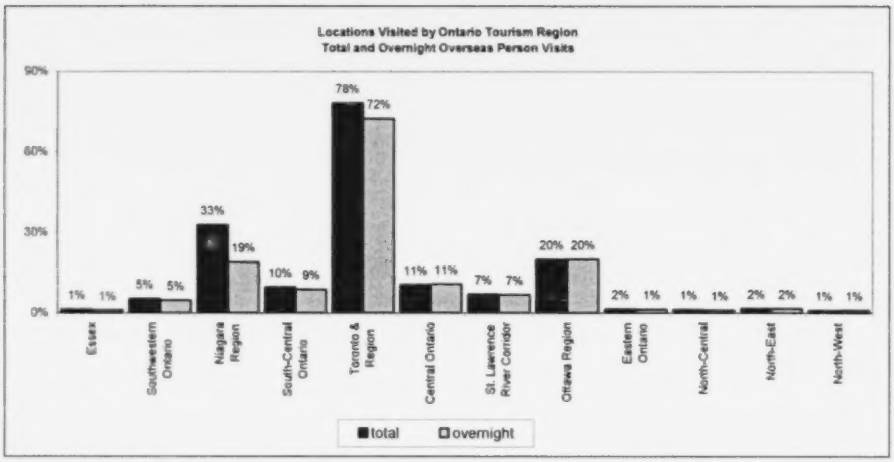

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South-Central Ontario	10%	14%	13%	7%	3%
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Central Ontario	11%	17%	19%	7%	2%
St. Lawrence River Corridor	7%	9%	10%	17%	2%
Ottawa Region	20%	15%	24%	55%	12%
Eastern Ontario	2%	2%	3%	1%	1
North-Central	1%	1%	5%	1%	*
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North-West	1%	1%	4%	*	*

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**less than 1%

* Please see page 20 for a map of Ontario's Travel Regions.

How much money did they spend in Ontario?

Visitor spending by overseas visitors in Ontario reached $1.8 billion in 2003.

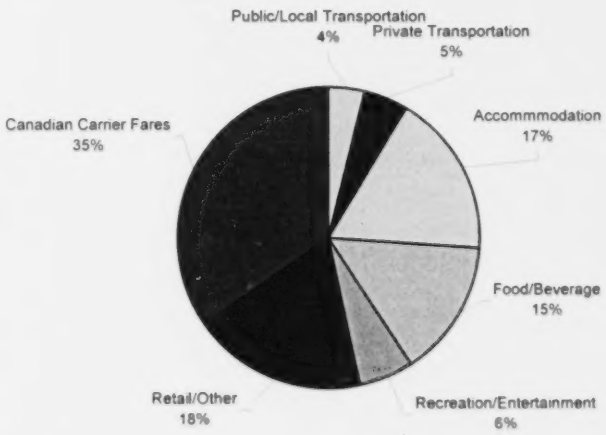
- Visitors from overseas countries spent $1.2 billion in the province and an additional $625 million on Canadian carrier fares in order to get here, for a total of $1.8 billion in 2003. Ontario received 32% of all spending by overseas visitors in Canada in 2003 ($1.8 billion out of $5.7 billion).
- Visitors from overseas countries spent an average of $1,153 per person visit in Ontario, which is a reflection of the long average length of stay by this market (9.9 nights).
- Of the major overseas markets, visitors from France had the lowest average spending per person visit ($887) and visitors from the UK had the highest ($1,266).

Table 10: Overseas Visitors Spending in Ontario by Origin 2003

	Total Visitor Spending	%	Average Spending per Visit
Overseas	$1,796,758	100%	$1,153
UK	$434,315	24%	$1,266
Germany	$125,149	7%	$1,117
France	$94,891	5%	$887
Japan	$104,642	6%	$1,217

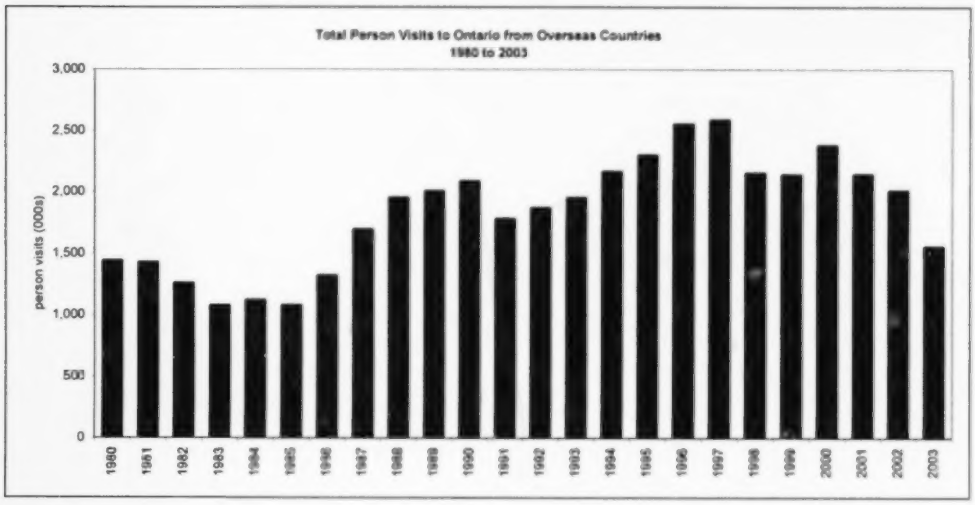
- Overseas visitors travelling primarily to visit friends and relatives spent more money in Ontario than did those travelling for any other purpose ($635 million or 35% of total overseas spending), but they were followed closely by those travelling for pleasure ($606 million or 34%). Overseas visitors travelling primarily for business spent $433 million or 24% of total overseas spending.
- The chart to the right illustrates the breakdown of spending by category by visitors from overseas countries in Ontario in 2003.
- Canadian carrier fares accounted for 35% of spending, while transportation within Ontario accounted for 9%.
- Retail shopping accounted for 18% of total spending, accommodation for 17%, food and beverage for 15% (12% in restaurants and bars), and recreation and entertainment accounted for 6%.

Total Overseas Visitors Spending in Ontario Breakdown by Category of Spending 2003



How did tourism in 2003 compare to previous years?

- In 2003, visitation from overseas countries to Ontario decreased by 23% over 2002. This was by far the largest year-over-year drop in visitation experienced in the last 23 years, however visitation did not drop down to levels experienced in the mid-1980s.



- As the graph above illustrates, overseas visitation to Ontario had decreased in 2001 and 2002, the decrease was further exacerbated when the World Health Organization imposed a travel advisory on Toronto due to SARS on April 23, 2003.

Table 11: Total Overseas Person Visits to Ontario (000s) by Origin
Percentage Change Year-Over-Year
1998 to 2003

	1998	1999	2000	2001	2002	2003
Overseas	2,158	2,144	2,384	2,146	2,014	1,559
*% ch**	-	*-0.6%*	*11.2%*	*-10.0%*	*-6.2%*	*-22.6%*
UK	428	419	488	456	406	343
*% ch**	-	*-2.1%*	*16.5%*	*-6.6%*	*-11.0%*	*-15.5%*
Germany	175	155	190	164	145	112
*% ch**	-	*-11.4%*	*22.6%*	*-13.7%*	*-11.6%*	*-22.8%*
France	194	188	206	171	135	107
*% ch**	-	*-3.1%*	*9.6%*	*-17.0%*	*-21.1%*	*-20.7%*
Japan	245	247	258	195	197	86
*% ch**	-	*0.8%*	*4.5%*	*-24.4%*	*1.0%*	*-56.3%*

**percentage change over previous year*

- Table 11 illustrates total person visits by origin dating back to 1998. During that period, person visits from overseas peaked in 2000 and have decreased year-over-year since. This was the case for all of Ontario's major overseas markets with the exception of Japan in 2002, which increased by 1% over 2001.

- Meanwhile, travel for any reason to Ontario decreased in 2003 over 2002 (see Table 12). Travel for the purpose of a pleasure trip experienced the largest decrease in 2003 over 2002 (-35%).

Table 12: Percentage Change Year-Over-Year by Main Purpose of Trip 1998 to 2003

	Pleasure (% ch*)	Visiting Friends and Relatives (% ch*)	Business (% ch*)
1999	-3%	0%	4%
2000	24%	3%	0%
2001	-13%	-2%	-17%
2002	-15%	0%	-2%
2003	-35%	-7%	-19%

**percentage change over previous year*

- Travel to visit friends and relatives remained the same in 2002 as in 2001, but decreased over 2000. Travel for business decreased every year following 2000.

Table 13: Average Length of Stay in Nights Total Overseas Person Visits by Origin 1998 to 2003

	Total	UK	Germany	France	Japan
1998	7.3	7.9	7.6	4.8	2.7
1999	7.6	8.7	7.9	4.3	3.0
2000	8.4	7.9	7.2	5.7	3.4
2001	8.8	8.3	7.0	5.5	4.3
2002	9.1	8.7	7.6	4.8	4.9
2003	9.9	9.0	7.5	6.5	6.2

- Table 13 outlines the average length of stay in nights for total person visits in 1998 to 2003. As shown in the table, there were increases in the length of stay in all markets in 2003 compared to 1998, with the exception of Germany, which decreased by 0.1 nights.

Table 14: Total Overseas Overnight Person Nights (000s) by Type of Accommodation Used Percentage Change over the Previous Year 1999 to 2003

	1999	2000	% ch*	2001	% ch*	2002	% ch*	2003	% ch*
Hotel	3,734	4,152	11%	3,700	-11%	3,869	5%	2,730	-29%
Motel	708	716	1%	500	-30%	438	-12%	444	1%
Commercial Cottage/Cabin	421	377	-10%	289	-23%	283	-2%	231	-18%
Camping/Trailer Park	343	336	-2%	202	-40%	200	-1%	207	4%
Home of Friend/Relative	8,589	11,203	30%	10,821	-3%	10,286	-5%	9,524	-7%
Private Cottage	49	25	-49%	80	220%	152	90%	35	-77%

* Percentage change over the previous year

- The use of all types of accommodation dropped in 2003 over 2002, with the exception of motels and camping/trailer parks.

- Visitor spending decreased by 28% from $2.5 billion in 2002 to $1.8 billion in 2003.

- After removing inflationary impacts, overseas visitor spending in Ontario in constant dollars (1992) decreased by 25% from $1.8 billion in 2002 to $1.4 billion in 2003.

Table 15: Total Overseas Visitor Spending in Ontario 1998 to 2003
1992=100

	1998 ($000) (% share)	1999 ($000) (% share)	2000 ($000) (% share)	2001 ($000) (% share)	2002 ($000) (% share)	2003 ($000) (% share)
Accommodation	$293,420 17%	$317,296 19%	$348,957 18%	$311,737 18%	$321,227 18%	$276,393 20%
Food & Beverage	$276,087 16%	$277,972 16%	$326,393 17%	$302,499 17%	$278,942 15%	$214,521 16%
Canadian Carrier fares	$479,688 28%	$451,393 27%	$549,037 29%	$511,461 29%	$581,526 32%	$368,152 27%
Public/Local Transport	$68,412 4%	$63,190 4%	$58,976 3%	$56,710 3%	$52,295 3%	$40,334 3%
Private Transport	$87,416 5%	$88,485 5%	$93,103 5%	$86,457 5%	$83,749 5%	$60,221 4%
Recreation/ Entertainment	$130,398 8%	$128,872 8%	$124,585 7%	$111,659 6%	$96,200 6%	$70,657 5%
Retail/Other	$378,367 22%	$371,408 22%	$411,071 21%	$383,699 22%	$408,437 22%	$328,296 24%
Total	$1,713,788 100%	$1,698,617 100%	$1,912,122 100%	$1,764,221 100%	$1,822,377 100%	$1,358,573 100%

- Table 15 illustrates visitor spending by category for the years 1998 to 2003 with the inflationary impacts removed (all dollar figures are expressed in 1992 figures). The table also provides the percentage share of total visitor spending for each category.

- Spending on accommodation increased from 17% of overseas visitor spending in 1998 to 20% in 2003. Spending on retail increased from 22% of overseas visitor spending in 1998 to 24% in 2003. Meanwhile, overseas visitor spending on recreation and entertainment decreased from 8% of visitor spending in 1998 to 5% in 2003.

- Average visitor spending per person visit (expressed in 1992 dollars) was $794 per person visit in 1998 and reached $871 in 2003, after dropping from $905 in 2002.

Glossary

ACCOMMODATION TYPE refers to the type(s) of accommodation used during the trip.

***Other* accommodation** is a separate category in the CTS and ITS questionnaires, and includes dormitories, hostels, sleeping berths on trains and boats, etc. In many of the tabulations contained in this report, accommodation type "not stated" records have been combined with *other*.

ACTIVITIES ON TRIP. For each trip, respondents were asked to indicate whether they participated in any of a number of activities (aided measure). The activity could have occurred at any location on the trip (destination, location of overnight stop) since activity data are not captured on a location-specific basis.

EXPENDITURES ON TRIP. All dollars spent by all household members or party members who went on the trip and paid for by individuals, government or private sector business. Only expenditures incurred by visitors to Ontario are contained in this report. Spending by Ontarians on (Canadian) public fares for trips outside the province and with no visit in Ontario are not included here.

The following items of expenditures are excluded:

- Food and beverage purchased prior to the trip to be used while on the trip;
- Items purchased to be resold or used in a business;
- Vehicles, such as cars, boats and caravans;
- Capital investment, such as real estate, work of arts, rare articles and financial stocks;
- Cash given to friends or relatives during a trip, which does not represent payment for goods and services, received, as well as donations to institutions.

EXPENDITURES IN ONTARIO. Canadian residents' expenditures on the trip are assigned by Statistics Canada to provinces of origin, destination, and location of overnight stops according to pre-set rules. Expenditures from the ITS were assigned to Ontario according to MTR rules.

HOUSEHOLD/PARTY TRIP. A trip involving one or more persons from the same household/party leaving and returning together. If four persons from the same household take a trip, it counts as one household-trip.

The CTS captures household-based information, while the ITS captures party-based (not necessarily belonging to the same household) information.

MODE OF TRANSPORT. Mode of transport refers to the one used in Canada. It does not refer to the transport mode used by international visitors to come to Ontario.

PERSON NIGHT. A night spent away from home by a person taking a trip. If two persons take a trip involving three nights away from home, that counts for six person nights.

PERSON TRIP. A trip taken by one person. If two persons from the same household go on a trip, it counts for two person trips. If the same person takes two trips, it also counts for two person trips.

PURPOSE OF TRIP (MAIN). The main purpose categories include *visiting friends/relatives, pleasure, personal, business, convention.* In this report, *business convention* has been combined with *business* and *pleasure* has been combined with *non-business convention.*

QUALIFYING TRIP. A *qualifying trip* in the CTS is defined as travel from the usual place of residence to a location any distance away if an overnight trip and at least 40 km (one-way) if a same-day trip for any purpose other than as a member of an operating crew of a bus, plane, truck, etc; commuting to work or school; moving to a new residence; travel in an ambulance to a hospital or clinic; trips that did not originate in Canada and trips that longer than one year. The distance minimum of 40 km applies only to same-day trips that originate in Ontario. In all other provinces, the minimum distance for a same-day trip is 80 km. In the ITS, it includes all non-residents crossing the Canadian border (excludes crews of transportation firms).

REPORTING PERIOD. A one-month reporting period is used by the CTS since the second quarter of 1992. All fieldwork takes place approximately three weeks after the *end* of the reporting period. For example, during the third week in July respondents would be asked to report on trips that ended in preceding June. In the ITS, a respondent is given a questionnaire which he/she is asked to fill out when his/her trip is completed.

RESPONDENT. In the CTS, a randomly selected individual in the sampled household (from the Statistics Canada Labour Force Survey sampling frame) who is at least 15 years of age. Specifically excluded from the LFS coverage are residents of Yukon and Northwest Territories, persons living on Indian Reserves, full-time members of the Canadian Armed Forces and persons living in institutions (inmates of penal institutions and patients in hospitals or nursing homes who have resided in the institution for more than six months).

VISIT. Place of overnight stay or for same day trips, the location of the trip's destination. If the respondent travelled twice to the same location during the same trip, only one visit is recorded at that location. In this report there are three types of visits at the sub-provincial level: visits that were destined to region x; visits that were destined to Ontario region y, but took an excursion to region x, and visits that were destined outside Ontario, but had an overnight stop in region x. A small number of CTS respondents with overnight trips indicated that had as their destination Ontario region x, but they spent no night in region x. These trips have been treated in this report as same day trips to region x.

Map of Ontario Travel Regions